

The old cigarette holder.



It ain't what it used to be.

The old cigarette holders were a practical thing to have.

Like the crisp white tip on every Parliament. We tucked away the filter in a firm outer shell. So you'll taste the flavor without tasting the filter.

The cigarette holder. Parliament brought it up to date.

It works like a cigarette holder works.



Single King "tar" 0.9mg. nicotine—
soft. 0.8mg. "tar" 0.1mg. nicotine. per cigarette.
11C Reporting 70

